



LINCOLN
UNIVERSITY COLLEGE
DKU016 (B)

Bachelor of Arts in Creative Multimedia Technology (Hons)

KPT/JPS(PA0796)02/17

PROGRAMME DESCRIPTION

BA (Hons) in Creative Multimedia Technology has been designed for those, who inspire to be professional artists in the IT industry or multimedia industry. Multimedia combines the creativity of art and design with the skills and knowledge of computer technologies and programming to create interactive digital media products such as online and mobile applications, screen based or environmentally interactive designs. This program helps the students to learn about the theories and technologies and their practical application to the emerging industry trends. An important feature is practical problem solving in multidisciplinary scenarios with the help of modern technologies.

Developed in consultation with industry professionals, this degree will provide students with the necessary experience and skills to create meaningful interfaces and exciting interactive solutions to enhance and improve the digital media user experience. Human interaction methods, screen and display user interfaces, audio and video, 3D and 2D, are only few of the areas, investigated during this program study.

PROGRAMME AIM

The course is designed to cultivate a range of interests and abilities including art, design, music, technology and computing. It provides creative and entrepreneurial skills required to pioneer and enhance the design of our increasingly digital world. This program focuses on the creative and intellectual thinking and also educates the graphic designers about the integration of new technology and ethical implications.

PROGRAMME DURATION

Minimum Duration : 42 Months
Maximum Duration : 42 Months.

INTAKE AND ENTRY REQUIREMENTS

1. January. 2. May. 3. September

- ▶ Graduate Certificate of Education Malaysia (SPM) with credits in Bahasa Melayu; AND
- ▶ Pass the Malaysian Higher School Certificate (STPM) with at least a full pass (Grade C) in three (3) subjects including General Studies / General Paper; OR
- ▶ Pass the Malaysian Higher School Certificate (STPM) with at least a full pass (Grade C) in two (2) other subjects and Grade D in subjects Ia in; OR
- ▶ Passed "A / I Levels with minimum qualification in three (3) subjects; OR
- ▶ Matriculation Certificate, Ministry of Education Malaysia or Foundation; OR
- ▶ Diploma in a relevant field of institution recognized by the Ministry of Higher Education; OR
- ▶ Other qualifications relevant.

Call us :

1 300 880 111 (Malaysia)
+603 78063478 (International)

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my

Mayang Plaza, Block A, No 1 Jalan SS 26/2, Taman Mayang Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.

No. 2, Jalan Stadium, SS 7/15, Kelana Jaya, 47301, Petaling Jaya, Selangor Darul Ehsan, Malaysia.





LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

Year 1 - Semester 1	COURSE NAME	CREDIT HOURS
	Multimedia Design Fundamentals	3
	Fundamentals of Drawing	3
	Graphics Art Using Markers	4
	Multimedia Design in 3D	3
	Islamic Civilization and Asian Civilization (TITAS) (Local students)	3
	Malay Communication (International students)	3

Year 1 - Semester 2	COURSE NAME	CREDIT HOURS
	Ethnic Relations (Local students)	3
	Malaysian Studies (International students)	3
	Graphic Design Fundamentals	3
	Website Design Fundamentals	3
	Multimedia Project Planning Fundamentals 1	3
	Animation Design Using Flash	3

Year 1 - Semester 3	COURSE NAME	CREDIT HOURS
	Special Effects for Movies	3
	Games Development	3
	3D Technology	3
	Leadership Skills and Human Relations	2
	Interactive Design	3

Year 2 - Semester 4	COURSE NAME	CREDIT HOURS
	Web Gallery Using Flash	3
	Animation Technology	3
	Advance Website Design	3
	Advance Usability Principles	3
	Special Effects for 3D Games	3

Year 2 - Semester 5	COURSE NAME	CREDIT HOURS
	Malaysian Government and Public Policy	2
	Multimedia Project Planning 2	3
	Multimedia in Commercial Advertising	4
	Advance Animation using Action Script	3
	Virtual Reality Technology	3

Year 2 - Semester 6

Community Service	2
Game Environment Design	3
Graphic Art for Game Characters	3
Elective Choose 2 From the following	
Introduction to E-Commerce	3
Advanced Illustration	3
Web Application Development	3
Virtual Reality Application	3

Year 3 - Semester 7	COURSE NAME	CREDIT HOURS
	Research Methodology	3
	Interactive Design Application (Tools)	3
	New Media Technology	3
	3D Web Gallery for Games	3
	Special Effects for Characters	3

Year 3 - Semester 8	COURSE NAME	CREDIT HOURS
	Final Year project	3
	Audio Design 1	3
	Integrated Multimedia Tools 1	3
	Creative Web Content	3

Year 3 - Semester 9

Industrial Training & Report	12
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